## ABSTRACT

A central database of events, advertisements, users, subscribers, and the like is served by an application to control access to the input and output. Event information is accumulated by harvesters from hardcopy and electronic copies, and may rely on a web crawler or mining engine also. Interfaces exist for consumers as users, advertisers, event promoters, and others who may benefit from or provide the available event information. Advertising surrounds an event calendar configured in real time according to arbitrary filtering and sorting selections made by a user. Highly localized geographical areas down to any atomic level provide advertising triggered by narrowly defined times and geographical locations of potential advertising targets. Bidding for advertising may be on a performance basis, such as per-per-click, selected according to any arbitrary profit equation desired by the owner of the system.